

Amendments to the Claims:

1. (Currently Amended) An apparatus, the apparatus comprising:
a processor on a wireless terminal ~~configured to;~~ and
a memory including computer program code,
the memory and the computer program code configured to, with the processor, cause the
apparatus to at least:

receive, from an application on the wireless terminal, a request for an identity of a user;
~~wherein the processor is configured to;~~

automatically select one of a plurality of identities selectable for use by the respective
application, the respective identity being selected based upon the application and at least one
user preference, and independent of user input to the application, ~~and wherein the processor is~~
~~configured to; and~~

provide cause the selected identity to be provided to the application.

2. (Currently Amended) The apparatus of Claim 1, ~~wherein a user naming system is~~
~~configured being configured to cause the apparatus to receive a request includes being~~
~~configured to cause the apparatus to receive, from a trusted application, a request for an identity~~
of a user, and

~~wherein the user naming system is configured being configured to cause the apparatus to~~
~~automatically select one of a plurality of identities includes being configured to cause the~~
~~apparatus to automatically select an identity further based upon a status of the user.~~

3. (Currently Amended) The apparatus of Claim 2, wherein the at least one user
preference comprises at least one naming preference, and ~~wherein the user naming system is~~
~~configured to being configured to cause the apparatus to automatically select one of a plurality of~~
~~identities includes being configured to cause the apparatus to:~~

obtain a status of the user, ~~and thereafter;~~

match the status of the user with a status of a naming preference that also includes a predefined identity, ~~and wherein the user naming system is configured to;~~ and select the predefined identity of the respective naming preference.

4. (Currently Amended) The apparatus of Claim 3, wherein ~~the processor is configured being configured to cause the apparatus to match the status includes being configured to cause the apparatus to match the status of the user with a status of at least one naming preference that further includes at least one application, wherein the processor is further configured to memory and the computer program code are further configured to, with the processor, cause the apparatus to further:~~

match the application requesting the identity with an application of one of the at least one naming preference having a matching status, and

~~wherein the processor is configured being configured to cause the apparatus to select the predefined identity includes being configured to cause the apparatus to~~ select the predefined identity from the naming preference having a matching status and having a matching application.

5. (Currently Amended) The apparatus of Claim 1, wherein ~~the processor is configured being configured to cause the apparatus to receive a request includes being configured to cause the apparatus to receive, from a non-trusted application, a request for an identity of a user,~~

~~wherein the processor is configured being configured to cause the apparatus to automatically select one of a plurality of identities includes being configured to cause the apparatus to one of automatically select or generate a pseudonym to thereby select an identity,~~ and

~~wherein the processor is configured being configured to cause the apparatus to cause the selected identity to be provided includes being configured to cause the apparatus to provide cause the pseudonym to be provided.~~

6. (Currently Amended) The apparatus of Claim 1, wherein the processor is further configured to memory and the computer program code are further configured to, with the processor, cause the apparatus to further:

identify a current preferred identity based upon at least one user preference and a status of the user,

wherein the processor is configured being configured to cause the apparatus to receive a request includes being configured to cause the apparatus to receive, from a trusted application, a request for an identity of a user and select the current preferred identity.

7. (Currently Amended) The apparatus of Claim 6, wherein the at least one user preference comprises at least one naming preference, and wherein the processor is configured to being configured to cause the apparatus to identify a current preferred identity includes being configured to cause the apparatus to:

obtain a status of the user, and thereafter,

match the status of the user with a status of a naming preference that also includes a predefined identity, and wherein the processor is configured to; and

identify the predefined identity of the respective naming preference as a current preferred identity.

8. (Currently Amended) The apparatus of Claim 7, wherein the processor is configured being configured to cause the apparatus to match the status includes being configured to cause the apparatus to match the status of the user with a status of at least one naming preference that further includes at least one application,

wherein the processor is configured being configured to cause the apparatus to identify the predefined identity includes being configured to cause the apparatus to identify, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and

~~wherein the processor is configured~~ being configured to cause the apparatus to select the current preferred identity includes being configured to cause the apparatus to select the current preferred identity of an application matching the application requesting the identity.

9. (Currently Amended) A method of managing a plurality of identities of a user, the method comprising:

receiving, from an application on a wireless terminal, a request for an identity of a user; on the wireless terminal, automatically selecting one of a plurality of identities selectable for use by the respective application, the respective identity being selected based upon the application and at least one user preference, ~~wherein selecting a predefined identity comprises automatically selecting a predefined identity and~~ independent of user input to the application; and

~~providing~~ causing the selected identity to be provided to the application.

10. (Previously Presented) The method of Claim 9, wherein receiving a request comprises receiving, from a trusted application, a request for an identity of a user, and wherein selecting an identity comprises selecting an identity further based upon a status of the user.

11. (Previously Presented) The method of Claim 10, wherein the at least one user preference comprises at least one naming preference, and wherein selecting a predefined identity comprises:

obtaining a status of the user;
matching the status of the user with a status of a naming preference that also includes a predefined identity; and
selecting the predefined identity of the respective naming preference.

12. (Previously Presented) The method of Claim 11, wherein matching the status of the user comprises matching the status of the user with a status of at least one naming preference that further includes at least one application, and wherein the method further comprises:

matching the application requesting the identity with an application of one of the at least one naming preference having a matching status,

wherein selecting the predefined identity comprises selecting the predefined identity from the naming preference having a matching status and having a matching application.

13. (Currently Amended) The method of Claim 9, wherein receiving a request comprises receiving, from a non-trusted application, a request for an identity of a user, wherein selecting an identity comprises one of selecting or generating a pseudonym, and wherein providing-causing the selected identity to be provided comprises providing-causing the pseudonym to be provided to the application.

14. (Previously Presented) The method of Claim 9 further comprising:
identifying a current preferred identity based upon at least one user preference and a status of the user,

wherein receiving a request comprises receiving, from a trusted application, a request for an identity of a user, and wherein selecting a predefined identity comprises selecting the current preferred identity.

15. (Previously Presented) The method of Claim 14, wherein the at least one user preference comprises at least one naming preference, and wherein identifying a current preferred identity comprises:

obtaining a status of the user;

matching the status of the user with a status of a naming preference that also includes a predefined identity; and

identifying the predefined identity of the respective naming preference as a current preferred identity.

16. (Previously Presented) The method of Claim 15, wherein matching the status of the user comprises matching the status of the user with a status of at least one naming preference

that further includes at least one application, wherein identifying the predefined identity comprises identifying, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and wherein selecting the current preferred identity comprises selecting the current preferred identity of an application matching the application requesting the identity.

17. (Currently Amended) ~~A computer program product for managing a plurality of identities of a user, the computer program product comprising a computer-readable storage medium on a wireless terminal and having computer-readable program code portions stored therein, the computer-readable program code portions comprising the computer-readable storage medium and computer-readable program code portions being configured to, with a processor, cause an apparatus to at least:~~

~~a first executable portion on a wireless terminal for receiving-receive, from an application on the wireless terminal, a request for an identity of a user;~~

~~a second executable portion on the wireless terminal for selecting-select one of a plurality of identities selectable for use by the respective application, the respective identity being selected based upon the application and at least one user preference, wherein selecting a predefined identity comprises automatically selecting a predefined identity and independent of user input to the application; and~~

~~a third executable portion on the wireless terminal for providing-cause the selected identity to be provided to the application.~~

18. (Currently Amended) ~~The computer program product computer-readable storage medium of Claim 17, wherein the first executable portion is adapted-being configured to cause the apparatus to receive a request includes being configured to cause the apparatus to receive, from a trusted application, a request for an identity of a user, and~~

~~wherein the second executable portion is adapted-being configured to cause the apparatus to automatically select one of a plurality of identities includes being configured to cause the apparatus to automatically select an identity further based upon a status of the user.~~

19. (Currently Amended) The ~~computer program product~~ computer-readable storage medium of Claim 18, wherein the at least one user preference comprises at least one naming preference, and wherein the ~~second executable portion is adapted being configured to cause the apparatus to automatically select a predefined identity by obtaining one of a plurality of identities includes being configured to cause the apparatus to:~~

obtain a status of the user, ~~matching;~~

match the status of the user with a status of a naming preference that also includes a predefined identity, ~~and thereafter selecting; and~~

select the predefined identity of the respective naming preference.

20. (Currently Amended) The ~~computer program product~~ computer-readable storage medium of Claim 19, wherein the ~~second executable portion is adapted being configured to cause the apparatus to match the status includes being configured to cause the apparatus to match the status of the user with a status of at least one naming preference that further includes at least one application, and wherein the computer program product~~ computer-readable storage medium and computer-readable program code portions are further configured to, with the processor, cause the apparatus to further comprises:

a ~~fourth executable portion for matching~~ match the application requesting the identity with an application of one of the at least one naming preference having a matching status, ~~and~~

~~wherein the second executable portion is adapted being configured to cause the apparatus to select the predefined identity includes being configured to cause the apparatus to select the predefined identity from the naming preference having a matching status and having a matching application.~~

21. (Currently Amended) The ~~computer program product~~ computer-readable storage medium of Claim 17, wherein the ~~first executable portion is adapted to receive being configured to cause the apparatus to receive a request includes being configured to cause the apparatus to receive,~~ from a non-trusted application, a request for an identity of a user,

~~wherein the second executable portion is adapted to being configured to cause the apparatus to select an identity includes being configured to cause the apparatus to one of select or generate a pseudonym, and~~

~~wherein the third executable portion is adapted to provide being configured to cause the apparatus to cause the selected identity to be provided includes being configured to cause the apparatus to cause the pseudonym to be provided to the application.~~

22. (Currently Amended) The ~~computer program product~~ computer-readable storage medium of Claim 17, wherein the computer-readable storage medium and computer-readable program code portions are further configured to, with the processor, cause the apparatus to further comprising:

~~a fourth executable portion for identifying~~ identify a current preferred identity based upon at least one user preference and a status of the user,

~~wherein the first executable portion is adapted being configured to cause the apparatus to receive a request includes being configured to cause the apparatus to receive, from a trusted application, a request for an identity of a user, and wherein the second executable portion is adapted to and~~ select the current preferred identity.

23. (Currently Amended) The ~~computer program product~~ computer-readable storage medium of Claim 22, wherein the at least one user preference comprises at least one naming preference, and wherein the ~~fourth executable portion is adapted to identify a current preferred identity by obtaining~~ being configured to cause the apparatus to identify a current preferred identity includes being configured to cause the apparatus to:

obtain a status of the user, ~~matching;~~

match the status of the user with a status of a naming preference that also includes a predefined identity, ~~and thereafter identifying; and~~

identify the predefined identity of the respective naming preference as a current preferred identity.

24. (Currently Amended) ~~The computer program product~~ computer-readable storage medium of Claim 23, wherein being configured to cause the apparatus to match the status includes being configured to cause the apparatus to match the status of the user with a status of at least one naming preference that further includes at least one application,

wherein the ~~second executable portion is adapted~~ being configured to cause the apparatus to identify the predefined identity includes being configured to cause the apparatus to identify, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and

wherein being configured to cause the apparatus to select the current preferred identity includes being configured to cause the apparatus to select the current preferred identity of an application matching the application requesting the identity.

25. (New) The apparatus of Claim 1, wherein being configured to cause the apparatus to automatically select one of a plurality of identities based upon the application includes being configured to cause the apparatus to determine whether the application is a trusted application or a non-trusted application, and select one of a plurality of identities based on the determination.